

Abstract

- Title:** The marketing research of the image of sports brands
- Objectives:** The objective of the inquiry is to identify the image of the 5 best known sports brands on the Czech market from the Prague generation Y point of view, whose age limit is defined by Bergha (2012). At the very end of the survey we then compare the acquired results with one another.
- Methods:** The center of interest was the brand and how the consumer perceives it. The marketing research, used in this survey in the form of the electronic inquiry, can be assessed as quantitative with the use of qualitative techniques. It is based on studying the respondents' approach to competitive brands from one market segment. As crucial in the questionnaire was a battery of personal qualities, which was however supplemented by modified projective techniques, i.e. association tests and emotional connection of brands with colours.
- Results:** The inquiry results show that among strongly perceived personal qualities of the examined sports brands is „trustworthy“ which gives the impression of active life and health. Among neutrally perceived attributes is „exciting“ and quite unapt characteristic is „aggressive“. When evaluating the emotionality of the brands by means of limbic mapping, colours like black, white, blue and red predominantly dominate.
- Keywords:** sports brand, brand identity, brand image, brand personality, marketing research, projective techniques